



Expand sales during Panama and Colombia trade mission

Release Date: March 12, 2014

Media Contact: Ashley Andre
608-224-5002 ashley.andre@wi.gov
Jim Dick, Communications Director
608-224-5020 jim.dick@wi.gov

MADISON – Maximize your travel miles in 2014 by participating in the Value-Added Feed Ingredients Trade Mission to Panama and Colombia. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages companies to register for this opportunity to learn about the market potential, meet prospective buyers and showcase products internationally.

The focused trade mission is planned for July 13-18 and will include visits to Panama City, Panama and Bogota, Colombia. Companies can choose to travel to one or both countries.

Products in demand by South American buyers include: value-added feeds, pre-mixed feeds, antimicrobials, pro-biotics, milk replacers and supplements. Prior to the mission, companies will receive a market analysis of their products, a company profile in the official trade mission brochure and two pages of company information translated into Spanish.

On-site assistance and interpreter services will be provided throughout the mission. One-on-one meetings will be scheduled with qualified buyers. While in country, companies can also expect an in-market briefing, local feed mill tours and a networking reception.

Following the conclusion of the trip, DATCP's Wisconsin International Trade Team will assist with following-up on leads. A similar trade mission last year to Colombia yielded strong results for participants, including signed contracts, identification of potential distributors and requests for product quotes.

In 2012, the United States-Panama Trade Promotion Agreement and the United States-Colombia Trade Promotion Agreement went into effect, creating additional potential for our country's agricultural exports. Panama is one of the fastest-growing economies in the Western Hemisphere. Colombia continues to develop its livestock industry, increasing the demand for feed and feed ingredients.

The registration deadline is April 28. The \$600 registration fee is reduced to only \$400 if companies sign up by the early deadline of March 17. Companies are responsible for travel expenses and incidental costs.

The Value-Added Feed Ingredients Trade Mission to Panama and Colombia is made possible by the Food Export Association of the Midwest USA. This non-profit organization promotes the exports of food and agricultural products by working with its member states, including Wisconsin.

To register or receive more information, contact DATCP's Enrique Gandara at 608-224-5113 or enrique.gandara@wi.gov.

###